

Message Text

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SUBJ: SUCCESSFUL IN-STORE PROMOTION: ALFRED MASSA GMBH AMERICA WEEK,
MAY 29-JUNE 3, 1978

1. ALL 14 MASSA STORES PARTICIPATED IN A VERY SUCESSFUL,
WEEK-LONG PROMOTION OF AMERICAN PRODUCTS. OVER 100 DIFFERENT
TYPES OF AMERICAN CONSUMER GOODS WERE OFFERED TO THE
GERMAN PUBLIC. ESTIMATED SALES FOR NON-FOOD ITEMS WERE IN
THE DM 800,000 TO DM 1 MILLION RANGE.

2. ADVERTISEMENTS ANNOUNCING THE EVENT WERE PLACED IN 14
NEWSPAPERS COVERING THE AREA SERVED BY THE MASSA STORES.
HOWEVER, THE DECISIONS ON THE TYPES OF DISPLAYS TO BE USED
WERE DECENTRALIZED, WITH EACH STORE STAGING ITS OWN VERSION.
AMONG THE TECHNIQUES USED WERE PERFORMANCES BY AMERICAN
HIGH SCHOOL BANDS, SQUARE DANCING GROUPS AND JAZZ BANDS. MANY
MASSA EMPLOYEES WORE RED, WHITE AND BLUE T-SHIRTS AND JEANS,
AND A FEW WORE PERIOD COSTUMES. OVER DM 180,000 WAS SPEND
ON THE TOTAL PROMOTIONAL EFFORT.

3. A PRESS CONFERENCE ATTENDED BY KARL-HEINZ KIPP, MASSA
OWNER, KEVIN L. KEARNS, VICE CONSUL FROM THE ECONOMIC/
COMMERCIAL SECTION, AND 12 REPRESENTATIVES OF THE LOCAL

PRESS PRECEDED THE RIBBON-CUTTING CEREMONY AND STORE
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TOUR BY KEARNS AND KIPP WHICH OFFICIALLY BEGAN GROSSE
AMERICA WOCHE. PHOTOGRAPHS AND STORIES APPEARED IN SEVERAL
LOCAL NEWSPAPERS.

4. NON-FOOD PRODUCTS OFFERED FOR SALE INCLUDED CHOTHING,
JEWELERY, FURNITURE, DISHES AND GLASSWARE. FILM AND
APPLIANCES. FOOD ITEMS INCLUDED HAMBURGERS, CITRUS FRUITS,

LIQUOR AND CALIFORNIA WINES. MASSA TRAVEL BUREAUS WERE DECORATED
WITH U.. S. TRAVEL POSTERS AND OFFERED SPECIAL DISCOUNT FLIGHTS
TO VARIOUS U.S. CITIES.

5. MASSA OWNER KIPP WAS VERY SATISFIED WITH THE SALES RESULTS
AND INDICATED HE PLANNED FURTHER PURCHASES OF U.S. PRODUCTS.
CONSULATE
FOUND PROMOTION WELL-MANAGED, ADVERTISING EXTENSIVE AND LOCAL
PRESS COVERAGE GOOD. LEHMANN

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